

LOCAL WIC AGENCIES RECEIVING OUTSIDE FUNDING FOR BREASTFEEDING PROMOTION ACTIVITIES

	Agency Name	Foundation Name	Proposal Name and Amount Requested	Amount Received and Funding Period	Has Not Applied and/or Does Not Plan to Apply For Additional Funding This Year	Receives In-Kind or County/City Support (If Yes, Type)	Proposed Activities	Suggestions for Successful Proposals
1	<b>Alameda County</b> Sandra Storch-Broad (510) 670-6274	Nutrition Network	WIC Tobacco WIC IZ	Can receive \$150,000-\$300,000; 1/01-9/01 Approval pending	Space, indirect charges, telephone, insurance, other communications		Breastfeeding support outreach and health education.	
2	<b>Clinica Sierra Vista, Inc.</b> Leah Carter (661) 326-6490	Prop 10 Commission	“Peer Breastfeeding Counseling Project” for \$156,000	<b>Received</b> \$156,000 11/1/00-10/31/01		County support for space and written materials.	Hire and train peer breastfeeding counselors to identify pregnant women about to deliver and case manage their breastfeeding needs.	Applied under the category of “Early Brain Development” for Prop 10 proposal.
3	<b>Contra Costa County Health Services</b> Beverly Clark (925) 646-5376	Nutrition Network	Breastfeeding peer counselors proposal for \$26,035	<b>Received</b> \$26,035 10/1/00-9/30/01		Space, written materials, employee salary and benefits, and indirect charges above 10% allowed by WIC.	Develop breastfeeding support program for WIC clients. Counselors will speak in WIC classes and call clients at home for follow-up. They will refer to lactation education.	Be persistent and cooperative. Will provide copy of proposal.
4	<b>Kern County Econ. Oppor. Corp.</b> Carmen Segovia (661) 327-3074	Local Proposition 10 Commission	“WIC Breastfeeding Promotion Project”	Proposal was not funded		Space.		Plans to resubmit proposal in the next funding cycle.
5	<b>Mendocino County WIC Program</b> Betty Touchon (707) 463-4539	Local Proposition 10 Commission	Breastfeeding: Investing in Mendocino County's Future	Requested \$36,686 Approval pending 2/1-12/31/2001	This Year and Other Years - California Nutrition Network & California Endowment	Space, and Indirect Charges	Provide breastfeeding support skills to local hospital in Ukiah, physicians, and health care providers. Breastfeeding counseling and support to all mothers in need in the Ukiah area.	Identify the exact goals and focus of the funding source and build your proposal to meet those needs. Ask questions to clarify goals and focus.

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6	<b>Merced Co. Community Action Agency</b> Nancy Midcalf (209) 383-4859	Prop 10 Commission	“Expansion of WIC Breastfeeding Support and Promotion Services” for \$322,578	Proposal was not funded		No		Plans to resubmit proposal.
7	<b>Monterey County</b> JoAnn Godoy (831) 757-1819	Prop 10 Commission	“WIC Family Learning Centers” in Year 1 for \$485,851. Proposal was not approved. Year 2: \$911,531. Year 3: \$930,953			No	Improved health and well being in 3 major areas: 1) Pre-literacy and early childhood education; 2) Breastfeeding support; 3) Smoking cessation.	If proposal is not approved, will go through technical review process with Prop 10 Committee. Suggestions: Be very aware of political processes. It really helps to know key players, key staff members.
8	<b>Monterey County</b> JoAnn Godoy (831) 757-1819	Project Lean	Bone Health Campaign	\$25,000 10/01/00 to 9/30/01		No	Pilot project targets low income Latinas. Increase calcium in a daily diet.	
9	<b>Orange Co. Health Care Agency</b> David Thiessen (714) 834-8556	Applied to Prop 10, Nutrition Network and Project LEAN. Plans to apply for additional funding this year.	Submitted proposal 6/00 to Nutrition Network and Prop 10 for \$1.1 million.	Per David Thiessen, has been informally notified they will <b>receive \$400,000</b> . Funding period 10/01/00-9/30/01		Space and indirect charges above 10% allowed by WIC.	5-A-Day promotion, physical activity promotion obesity prevention, breastfeeding promotion, WIC services.	
10	<b>Riverside County WIC</b> Gayle Hoxter (909) 358-5306	Local Prop 10 Commission	Breastfeeding	<b>Received \$1,000,000</b> Applied 4/00		Space, furniture, written materials, employee salary and benefits, indirect charges above 10% allowed by WIC, office expenses, incentives, promotional items	1) Expand breastfeeding help line hours and staffing. 2) Provide breastfeeding support in clinic and in home. 3) Breastfeeding reports to educate professionals.	Collaborate with several other programs and agencies. Services should be provided to all residents of Riverside County, not just low-income. What is plan for sustaining the program after funding ends.

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11	San Mateo County Anne Garrett (650) 573-2955	Local Proposition 10 Commission Children & Families 1st Commission San Mateo County	Breastfeeding Care Center \$738,120	Received \$738,120 Planned implementation date: July 1, 2001 July 1, 2001 to June 30, 2004	Plan to apply for additional funding in 2002	Space, furniture, employee salary/benefits, and indirect charges (partial)	1. Provide breastfeeding classes prenatally; 2. Provide incentive program for moms who breastfeed; 3. Breastfeeding help line will be answered live instead of by voice mail during working hours; 4. EDC phone calls & postpartum follow up; 5. Breastfeeding Resources Guide for HLP in San Mateo County; 6. County wide media campaign.	Get to know the commission and how they function... - if they have regular meetings attend them if you can; - participate in focus groups they may hold; - aim high in the budget. Do some research into what actual costs may be to buy items you really want; - provide budget for data correction compilation.
12	Santa Barbara Co. Health Care Serv. Meg Beard (805) 681-5276	Prop 10 Commission	"Breastfeeding is the Best Practice" for \$174,355	Received \$76,355 7/01/00-6/30/01		Space, furniture, employee salary and benefits. County subsidizes WIC since they do not have enough money to cover all personnel or indirect costs.	Train 30 health professionals to become lactation educators. Encourage businesses to adopt breastfeeding friendly policies. Pay WIC breastfeeding coordinator 10 hours per week. Purchase promotional items such as t-shirts, frisbees, banners and water bottles. Pay for speakers at coalition meetings.	It takes a lot of time to prepare a proposal. Be very specific and precise in what you want. Need to watch the whole process and attend meetings, be available to answer questions. Will provide copy of proposal.

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13	<b>Santa Barbara Co. Health Care Serv.</b> Ann Patterson ( 805) 681-5279	March of Dimes	"Increasing Breastfeeding Rates Among Low-Income Populations in Santa Barbara County" for \$2,106	<b>Received</b> \$2,106 10/01/00-9/30/01		Space, furniture, employee salary and benefits. County subsidizes WIC since they do not have enough money to cover all personnel or indirect costs.		
14	<b>Solano County WIC</b> Teri Broadhurst (707) 435-2212	Partnership Health Plan of California	Babies First Program \$174,550	<b>Received</b> 89,441 Plan implemented 1/00 for one year.		No	Hospital and home visiting program for early postpartum lactation support and intervention.	Well written, with a specific objective and outcome measures. Short enough for the review panel (no "fluffy" language). Proposal should include networking strategies with other agencies and specific ways that continued funding will be received, i.e., "this is not just a way of increasing staff". Proposal also need to be promoted with key players to get their buy in and input as to outcome measure that will help them also.
15	<b>Sonoma Co. Indian Health Project</b> Margaret Bregger (707) 544-4056	Nutrition Network	Submitted proposal for \$33,000. Funding period is 10/01/00-9/31/01.	Approval pending		No	Health fair for children, food demos, exercise & breastfeeding promotion, diabetes prevention.	

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16	Urban Indian Health Board, Inc. Shama Johnson (510) 535-4420	Prop. 10 Commission	"Every Child Counts- Breastfeeding Promotion" for \$90,000	Received \$70,000 8/01/00-7/31/01		Indirect charges above 10% allowed by WIC	Hire PT lactation consultant to do on-site consults and to train and supervise breastfeeding peer counselors. Hire 3 PT breastfeeding peer counselors. Coordinate with medical department and family and child guidance. Will utilize a case manager to follow-up with high-risk families identified by peer counselors.	Sell idea to funder and they will help you get funding. Assess the Scope of Work that would be required with a new contract. Does the administrative work outweigh the benefit of the project of visa versa. Don't take money that does not match your program goals and objectives. It requires a lot of extra work.
17	Ventura Co. Health Care Agency Margie Wilcox-Rose (805) 652-3214	Prop 10 Commission	"Breastfeeding Resources, Education and Staff Training (BREAST)" for \$39,000 on 8/14/00	Approval pending		County support for employee salary and benefits.	Train 40 CLEs throughout Venture County.	Plans to resubmit if proposal is not funded.
18	Ventura County WIC Program and Ventura County Breastfeeding Coalition Margie Wilcox-Rose (805) 652-3214	Local Proposition 10 Commission & March of Dimes March of Dimes \$2,000 - Breastfeeding Resources * Referral Guide \$20,000 - Breastfed Babies Project Prop 10 \$37,000 - Breast Project	Local Proposition 10 Commission & March of Dimes	Received <u>March of Dimes</u> \$2,000 - Breastfeeding Resources * Referral Guide \$20,000 - Breastfed Babies Project <u>Prop 10</u> \$37,000 - Breast Project	X	Space, and employee salary/benefits	B.R.E.A.S.T. - Breastfeeding Resources Education and Staff Training. Funded \$37,000 to provide lactation education course to 30 health care providers, promoters, MD's , nurses, WIC staff working with inexperienced women. Two trainings will be held and we will subcontract with "Center for .....".	Strong community linkages, especially with other organizations providing services to low income populations; Use county statistics, work with county epidemiologist and MCH director; May want to work with a grant writer after major ideas are clearly defined.

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19	Yolo County WIC Program Lisa Webser (530) 666-8447	Local Prop 10 Commission	First Steps Infant Nutrition Report	\$300,000 Not Approved Received \$0 Planned to implement December 2000	X  Plan to resubmit in March 2001 to MCH federal funds.		Care system from birth to 2 years of age for breastfeeding infants and their mothers * Mothers receive education and support at many levels to increase breastfeeding duration in Yolo County. * County wide breastfeeding promotion education for all maternal and child health care providers.	If applying to Prop 10 Commission, do extensive education in your county care system to make sure all key people understand your goals. Make applications "community focused" with lots or direct care dollars. Focus on serving as many people as possible. Keep proposals at level or understanding and expertise of the proposal reviewers.
Indicates local WIC agency information already on "Local WIC Agencies Receiving Outside Funding for All Projects, Including Breastfeeding Promotion" spreadsheet survey								
Indicates local WIC agency information was not on "Local WIC Agencies Receiving Outside Funding for All Projects, Including Breastfeeding Promotion" spreadsheet survey...add to Local WIC Agency, Subcategory, Breastfeeding.								
Indicates approval "Pending"								
Indicates "Not Funded"								
Received indicates "Funded"								